



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** January 10, 2006

**TO:** Mayor and Councilmembers

**FROM:** Creeks Division, Parks and Recreation Department

**SUBJECT:** Purchase Order With Cox Media To Broadcast Clean Creek Messages

### RECOMMENDATION:

That Council approve and authorize the General Services Manager to issue a change order in the amount of \$18,365 to Cox Media for a Creeks Division public awareness campaign on water pollution prevention.

### DISCUSSION:

Broadcasting water pollution prevention Public Service Announcements (PSAs) on television is an integral component of the Creeks Division's Public Education Program which involves a coordinated media campaign including television and radio PSAs, newspaper, and bus advertisements. The goal is to increase public awareness of the sources of creek and beach pollution and promote behavior that reduces water pollution. Over the past two years, the Creeks Division has developed and aired bilingual television and radio PSAs on Cox cable stations, Univision, and various radio stations including KDB, KSPE, KRUZ, and MAGIC. Some of these programs were developed in collaboration with the County of Santa Barbara Project Clean Water. The Creeks Division has also worked closely with City TV and Inside Santa Barbara to produce the PSAs and other news stories designed to educate the general public about water quality issues in Santa Barbara.

The Creeks Division recently completed 10 months of television messages focusing on topics including pet waste, pollution prevention, and the concept that urban runoff flows untreated to storm drains and then to creeks and the ocean. In 2006, messages will raise awareness about leaky cars, oil, pet waste, trash, and the concept that pollutants from our neighborhoods end up in our ocean. The Creeks Division has received permission from the City of San Diego to use a PSA that illustrates the connection between storm drains and beaches and how pollutants enter our waterways. Working with City TV, the Creeks

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney

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Division also has plans to create and produce a new series of messages that are filmed locally.

Cox Media reaches 89 percent of the population within the Santa Barbara Metro Coverage Area. The PSAs will be broadcast on multiple networks in both English and Spanish. The Creeks Division will receive a non-profit match (Cox will air approximately 50 spots per week for no charge for every 20 purchased by the Creeks Division).

The Creeks Division advertised water pollution prevention messages with Cox Media from November 2004 to December 2005 for a total of \$23,566. The Creeks Division is recommending that the water pollution prevention television campaign continue in 2006 through a change order in the amount of \$18,365.

**BUDGET/FINANCIAL INFORMATION:**

The total cost of the change order with Cox Media is \$18,365. Funds for this purchase order are available in the Creeks Division Fiscal Year 2006 Operating Budget.

**PREPARED BY:** Jill E. Zachary, Creeks Restoration/Clean Water Manager/js

**SUBMITTED BY:** Nancy L. Rapp, Parks and Recreation Director

**APPROVED BY:** City Administrator's Office